



How to build a culture of content

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Key challenge for content / SEO teams

Different stakeholders with different interests with varying levels of understanding around how to write and syndicate content creates a **culture of conflict**.



Marketing

- Messaging
- Campaigns
- Spend



Product

- Features
- Support
- Compliance



Sales

- Sales
- Sales
- Sales



UX

- Creative
- Design
- Personas



Development

- Apps
- Security
- CMS

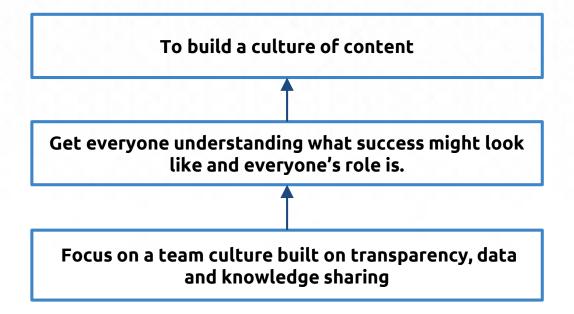






Takeaway for today

"Culture mapping is about scaling behaviours, not things" - Rowena Westphelan, Salesforce.com









Agenda

- 1. State of digital in Australia
- 2. A change of culture is a change of behaviour
 - 3. Learning canvas
 - 4. Competitor research
 - 5. Customer mapping
 - 6. Content plan
 - 7. RACI



State of digital in Australia

Population

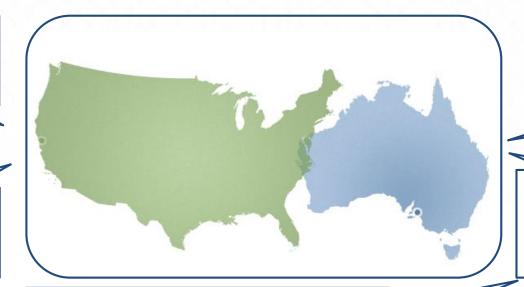
Aus: 23.13m

Texas: 26.96m

Net use

Aus: 89%

USA: 87%



Time spent (desktop)

Aus: 4.1hrs/day

USA: 4.9 hrs/day

Time spent (cell)

Aus: 2.5hrs/day

USA: 1.5 hrs/day

Connections per 100 citizens

Aus: 133

USA: 103







A change of culture is a change of behaviour

This would need a content strategy that is inclusive and considerate of current behaviours

Content strategy

Research

Research is more than just numbers, it's a fact finding mission

- 1. Web & Sales data
- 2. Learning canvas
- 3. Customer proposition
- 4. Calendars
- 5. Competitors
- 6. Customer mapping

Content plan

Who does what when

- 1. RACI
- 2. Recommendations
- 3. Content schedule
- 4. Continuous improvement







Learning canvas

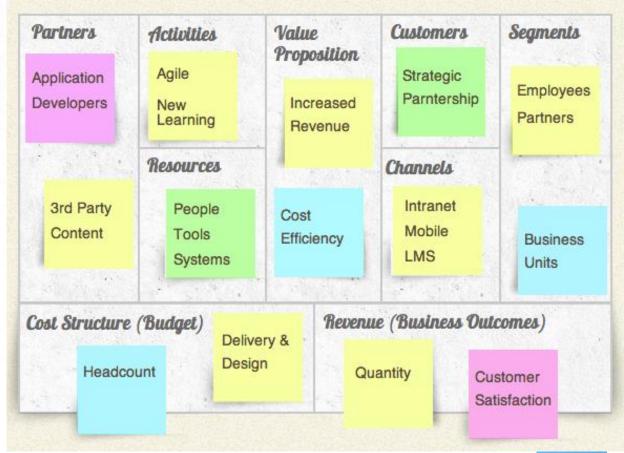
WHY

Get everyone on the same page and eliminate all assumptions

"The canvas distills the key areas of a business model into one simple, neat storyboard."

This can include:

- Risks
- Opportunities
- Goals
- Hypotheses
- Supporting context
- Customers









Competitor research

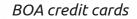
Knowing your "enemy" brings people together

Word clouds

A clear visualisation of what's on a page

i.e. Chase has a focus on Rewards







Chase credit cards

Content performance by Data Cube, BrightEdge

A data driven approach to understand the gap between you and the competitors

creditcards.chase.com/	438	2,171	211	34	113
www.bankofamerica.com/credit-cards/overview.go	12	111	6	2	1







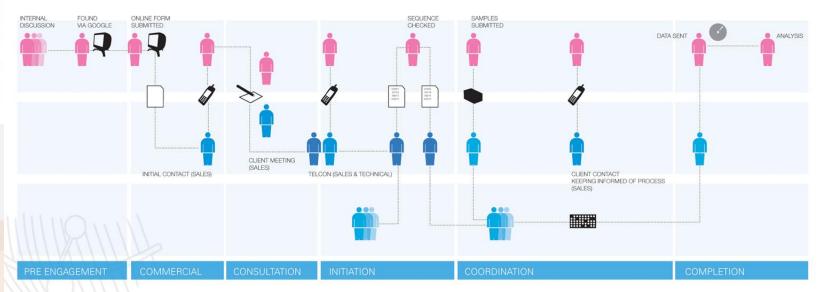
Customer mapping

MH

'Voice of the customer is the heart of a connected company. - Dave Gray

WHAT

"The sum of all experiences a consumer has with a supplier of goods or services, over the duration of their relationship with that supplier."







Customer mapping - Content

Exploring as a group brings it together

WHAT

This is an exercise where you map your content to a mapping of your customer journey to discover opportunities to optimise and gaps in your content.









Plan - Responsibility assignment matrix

MH

Ambiguity will cause chaos and confusion

WHAT

"A matrix that is useful in clarifying roles and responsibilities in cross-functional or departmental projects and processes"

Share |

Types:

- 1. PACSI
- 2. RASCI
- 3. RASI
- 4. RACIQ
- 5. RACI-VS
- 6. CAIRO
- 7. DACI
- 8. RAPID
- 9. RATSI

RACI				
Responsible	Those responsible for the performance of the task. There should be exactly one person with this assignment for each task.			
Accountabl e	Those who assist completion of the task.			
Consulted	Those whose opinions are sought and with whom there is two-way communication.			
Informed	Those who are kept up-to-date on progress and with whom there is one-way communication.			

Example

This is an example where you map keys tasks with roles and responsibilities. This will provide clarity on who not only does what but who owns it, who needs to know about it and how it's communicated.

	Responsible Does the work	Accountable Oversees the work	Consulted Influences the work	Informed Knows what's happening
Brainstorm ideas	Senior Editor	Marketing Manager	Subject Matter Experts	Copywriter
Create editorial calendar	Senior Editor	Marketing Manager		Copywriter, Subject Matter Expert
Write first draft	Copywriter	Senior Editor	Subject Matter Expert	
Review, edit & proof- read	2 nd	Senior Editor	Copywriter	
Find photos	Designer	Senior Editor	Subject Matter Expert	Copywriter
Upload, approve & publish	Senior Editor	Marketing Manager	Subject Matter Expert	Copywriter
Promote on social media	Marketing Assistant	Marketing Manager	Senior Editor	
Monitor & report	Marketing Assistant	Marketing Manager	Senior Editor	
Review: Update? Retire? Archive?	Copywriter	Senior Editor	Marketing Manager	Subject Matter Exper

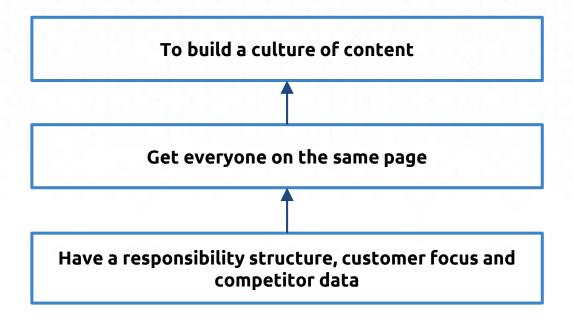






Takeaway for today

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Final takeaway for today



Vegemite must be eaten on toast, thinly spread.



... not as chocolate









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The leading industry event by digital marketers for digital marketers

Research is more than just numbers

It's a fact finding mission

1 Web analytics and sales data

Understanding your on-site performance is key to determining what success looks like as well as quick wins

2 Learning Canvas

The **agile** canvas distills the key areas of a business model into one simple, neat storyboard."

Customer Value Proposition

A customer value **proposition** is a marketing statement that describes why a customer should buy a product or use a service.

4

Calendars

Understanding everything that happens around the business is key to understanding your stakeholders leveraging other programs and knowing when to publish. E.g. media buying, blog, editorial, etc

5

Competitor research

This provides insights on the competition and segment that your stakeholders may not be aware of. This includes word clouds and content performance reporting from BrightEdge

6

On-site audit and customer mapping

A UX methodology that uses on-site data and a mapping of the customers provides assurances that the customer is top of mind and content gaps can be identified







Content plan

Organisational structure (RACI)

By determining roles and responsibilities right at the start, this may prevent any disagreement around roles and responsibilities

2 Recommendations

Throught analysis of the data from the audit, recommendations and explanations for them can be determined Content schedule

Through collaboration with different parts of the business and data from Google trends, a targeted calendar of content can be formulated.

Continuous improvement

A content audit and plan is designed to live and breathe, continue to plan to update and improve these to determine new activities





